



MARSEILLES FORUM

ON THE SOCIAL VALUE
OF HERITAGE
AND THE VALUE
OF HERITAGE
FOR SOCIETY

LOCAL INITIATIVES
**IN THE MARSEILLES
EXPERIENCE**

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MAYORS' ENDORSEMENT OF THE PRINCIPLES OF THE FARO CONVENTION:

- **Samia Ghali**, Senator, Mayor of the 8th district of Marseilles on 18 September 2009
- **Lisette Narducci**, Mayor of the 2nd district of Marseilles on 16 September 2011
- **Loïc Gachon**, Mayor of Vitrolles on 14 September 2012
- **Garo Hovsepian**, Mayor of the 7th district of Marseilles on 15 September 2012



CONTACTS

Registration: Marseille-Provence 2013

www.mp2013.fr/evenements/2013/09/forum-de-marseille/

Information: Hôtel du Nord <http://hoteldunord.coop/>

Council of Europe

Directorate of Democratic Governance (DGII)

Managing Diversity Division

www.coe.int/regional

European Commission

DG Education & Culture

Unit Culture Policy and Intercultural Dialogue

www.ec.europa.eu/dgs/education_culture

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Photographs: Dominique Poulain





This year Marseilles is the European Cultural Capital, and it was crucial for us to host this European Forum on the social value of heritage. In fact, heritage is a fundamental component of a cultural policy, as I have illustrated with the one I

have pursued in the 15th and 16th districts. In 2009, I was the first mayor to espouse the principles of the Framework Convention on the Value of Cultural Heritage for Society (Faro Convention), but above all to bring them to life in our Heritage Committee.

Heritage integrated with its territory is a very powerful concept for local elected representatives since it provides them with a framework for establishing a genuine participative movement. Finally, Europe takes form, in a positive way, for the residents

wishing to involve themselves in a sometimes conflictual, but constructive and exciting, process. That is why the Mayors of the 2nd/3rd and 13th/14th districts and of Vitrolles have in turn accepted and applied the principles of the Faro Convention.

The application of this convention's principles has made it possible for significant results to be achieved for the population and the elected representatives, and has provided a frame of reference for restoring people's dignity by returning to them the power to influence their environment and identify what is meaningful in their eyes, what forms a common history and thus enables us to build a community of destiny.

Samia Ghali

Senator, Mayor of the 8th district of Marseilles

THE FARO CONVENTION

www.coe.int/faroconvention



European societies are being transformed and are seeking new models of development driven by greater democracy, direct citizen participation in the planning process and better governance underpinned by more effective institutions and active public–private sector partnerships.

The Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro Convention), whose principles tie in with the European Union's goals, offers avenues for helping national, regional or local authorities, civil society at large or ordinary citizens take up the societal challenges which they face individually and collectively. It encourages reflection on the citizens' role in the processes of defining, deciding and managing the cultural environment in which communities function and evolve. The Faro Convention particularly favours an innovative approach to social, political and economic problems employing culture and heritage to reach all actors in society, including the most disadvantaged.

A local initiative reaching out to Europe

The elected representatives of the 2nd, 7th and 8th sectors of Marseilles, together with the Mayor of Vitrolles, made a very early commitment to the principles stated in the Faro Convention in order to create at local level the conditions enabling the different actors to join together in counteracting the discrimination and poverty that affect their neighbourhoods and lower the living conditions by generating social and psychological distress among the populations.

These actors are tenants' societies, associations, consortia of enterprises, artists' collectives or residents all enlisted together in defence of their quality of life and surroundings. For that purpose they carry out research into their histories (Ancrages resource centre), publish books (Récit d'hospitalité), propose encounters (heritage walks, audio guided tours, urban discovery workshops), produce artistic creations (Bel Vedere, Quartiers libres), extend hospitality (Hôtel du Nord) and pool their resources. The actions, supported in the public policy framework but conducted by the residents, are regarded as heritage-based approaches yielding pragmatic responses to the ongoing difficulties experienced in these neighbourhoods.

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The Marseilles Forum, initiated by the four mayors of Marseilles and its region, is co-ordinated by the Hôtel du Nord residents' co-operative and supported by the European Union, the Council of Europe, Marseille-Provence 2013 (European Cultural Capital) and the Bouches-du-Rhône Council.

Setting a seal on the value of these local initiatives, Marseille-Provence 2013 European Cultural Capital (an association comprising the towns and the partners of the European Cultural Capital Year*) relied on the grassroots resources thereby brought into being for setting up ambitious developmental projects meant to extend beyond the year 2013: the first French peri-urban long-distance hiking trail (GR) covering 365 kilometres across 38 municipalities (GR2013); Culture Pilots, a programme for vocational integration of residents as touristic and cultural facilitators; Hôtel du Nord, Europe's first co-operative of residents which offers a community-based tourism facility in the working-class neighbourhoods of Marseilles with 50 qualified bed-and-breakfast hosts.

* For more information on the European Capitals of Culture, initiative of the European Union : http://ec.europa.eu/culture/our-programmes-and-actions/capitals/european-capitals-of-culture_en.htm



A forum for promoting and implementing the convention

The Marseilles Forum will examine the questions raised by the city's experience which concern human rights, cultural diversity and identity, integration of minorities and the underprivileged, prevention of intolerance and discrimination, and interventions in disadvantaged inner-and outer-city areas.

The Forum pursues these main objectives:

- to derive an interpretation of the Faro Convention from this fieldwork experience highlighting its most innovative features, particularly as regards the social value of heritage and the value of heritage for society;
- to provide a common frame of reference for the initiatives in progress or pending in the European countries which may contribute to the implementation of the principles of the Faro Convention so as to meet the societal challenges facing Europe;
- to launch a communication drive regarding the principles of the Faro Convention to promote their ratification by states;
- to provide suitable follow-up for the outcomes of the Forum, particularly by proposing orientations for official policies;
- to identify lines of enquiry for devising multi-criteria indicators to be used to assess the implementation of the Faro Convention or to single out good examples of initiatives.

LOCAL INITIATIVES IN THE MARSEILLES EXPERIENCE



Heritage Committee of the 15th/16th districts, Heritages and Creations of the 2nd/3rd districts, Heritage Collective of the 13th/14th districts, Faro Workshop in Vitrolles

1 Since 2009, four mayors have expressed their “commitment to the principles stated by the Faro Framework Convention” on the occasion of the European Heritage Days. The first act was to establish an area of participatory democracy presided over by the elected representative responsible for culture in order to enlist individuals, associations and miscellaneous groups involved in the defence of the living environment. These “heritage committees” serve as a framework for consultation, conflict management, whistle-blowing, suggestion and exchange of knowledge between citizens, their elected representatives and the institutions about everything that makes up their common heritage. These committees meet several times a year. The consultation process permits prolific programming of heritage walks on the occasion of the European Heritage Days, and has allowed numerous developmental projects to emerge. ■

Hôtel du Nord bed-and-breakfast co-operative

2 Hôtel du Nord is a co-operative of residents founded to turn the heritage of the northern districts of Marseilles to economic account so as to keep them alive and improve quality of life for the residents. The actions of Hôtel du Nord are in the continuum of a heritage-enhancing process initiated in 1995 and leavened with the principles of the Faro Framework Convention and of the co-operative movement. Hôtel du Nord has a hospitality offer of 50 rooms in residents' homes, 50 hosts and 50 itineraries for discovery of their surrounding heritage. The co-operative manages its own brand name "Hôtel du Nord", an Internet platform for promotion and marketing, a school for hosts, and direct sale of local publications and productions. ■

Further information on:

www.hoteldunord.coop

Aygalades waterfall

3 Since 2008, the street art centre, the only scenic laboratory of its kind in Europe, has been dedicated to protecting and enhancing a site within its precinct and hitherto concealed by the urban and industrial settings of this part of Marseilles: the Aygalades waterfall. The development of this remarkable site by means of educational work projects conducted with local youth, guided by an artist from the centre, seeks to make it accessible to the public. These viewing arrangements once more allow crossings of the waterfall on the occasion of the European Heritage Days. The revelation of this exceptional site has set in motion a collective social dynamic involving the surrounding populations, social agencies, cultural operatives, local associations and enterprises, with the support of the heritage committee of the 15th and 16th districts local authority. ■

Further information on:

www.lacitedesartsdelarue.net



Urban discovery workshops

4

Since 2008, the Bouches-du-Rhône *département's* Association for furtherance of preventive actions (ADDAP13) has conducted urban discovery workshops associating young people, artists, enterprises and residents. Young people from the districts of Marseilles work to reveal the potential of heritage sites in collaboration with an artistic team and all the stakeholders in the neighbourhood of the chosen sites. The outcome permits the planning of circuits that link together and display the sites, and the young people's involvement in leading and accompanying visitors. In 2013, these young people obtained the qualification of walking tour leaders with the French ramblers' federation and are fit to accompany groups on the GR2013, the Hôtel du Nord heritage walks, or the soap works visits. ■

Further information on:

www.addap13.org/

Hospitality tales

5

The Hospitality tales told by Christine Breton, historian and honorary heritage custodian, reverse the perception of the city and have all the northern districts as their focus. They stem from her long experience of an experimental European mission set up in 1995 in the ambit of the Grand Projet Urbain to which she was appointed to apply the European principles of integrated heritage: co-ordination and creation of networks with civil society; guidance of the heritage communities thereby created; scientific research and follow-up with residents and heritage professionals; co-ordination with the scientific authority, the Council of Europe, and dissemination of instruments such as the Faro Convention; co-production of heritage events and walks. The seven tales are published with co-authors, residents and artists, and are available in places of accommodation of the Hôtel du Nord co-operative and bookshops. ■

Further information on:

www.editionscommune.over-blog.com/

Heritage walks

6

The heritage walks are designed by and with those who live, work and reside at the location. They collate the histories of each individual with the historical research work conducted, often collectively, by residents, associations and enterprises from scientific sources and their own experience, enquiry and knowledge. They take multiple forms of tours on foot in order to sample, document and encounter these neighbourhoods in unique ways: heritage walks of the heritage communities, sensitive walks for artists, authors' walks and visits to residents' homes in their neighbourhoods. These walks all go to make up the GR2013 route, the walking programme offered by the Hôtel du Nord bed-and-breakfast co-operative, the audio guided tours of Radio Grenouille and the "Culture Pilots" European programme of locally resident guides. ■

Further information on:

**[www.hoteldunord.coop/patrimoines/
process-balade-patrimoniale/](http://www.hoteldunord.coop/patrimoines/process-balade-patrimoniale/)**



Marseilles soap route in Marseilles

7 The Marseilles soap route in Marseilles originated from a desire to open up an industrial process to tourism and culture, in order to promote and turn to account the locality and its techniques, and enhance corporate identities. The three last surviving Marseilles soap works still operating have a high awareness of the social, geographical and historical contexts to which they belong. Their strength is to position themselves in an overall process of present heritage enhancement, carried out in collaboration with the economy, the arts, research, public agencies, neighbourhood associations, citizens and workers. These enterprises take up the challenge of permanence. They operate under networking arrangements, maintain the old machinery in conjunction with the technical colleges, integrate the corporate fabric, and regularly receive artists and youth work projects. The soap manufactories grouped together in an association, won the Protected Geographical Label (IGP) for Marseilles soap in 2013. ■

Ancrages resource centre

8

Set up in 2000, the Ancrages association is part of the social movement that campaigns to write the history of migrations into the French national heritage. The actions concern the entire Euro-Mediterranean area and lay the foundations for a heritage of exile shared by a variety of inhabitants. The aims pursued are at the core of the issues of inclusion, civic participation and social cohesion. Through actions of cultural mediation and qualification of local heritage actors backed by the principles of the Faro Framework Convention, Ancrages reveals the extent to which local histories as a whole make up the national history of immigration. ■

Further information on:

www.ancrages.org

The GR2013

9

The GR2013 is the first provincial long-distance hiking trail exploring the urban periphery. It is 365 km long and crosses 38 municipalities. Designed and marked out with “artist-ramblers” for the Marseille-Provence European Cultural Capital 2013, this metropolitan trail around the Etang de Berre lagoon and the Massif de l’Etoile range of hills reveals the poetic nooks of a world poised between town and nature, a territory fashioned by men over millennia. Heritage communities, residents and ramblers also participated in its creation and completion alongside artists, and now invite its discovery through the heritage walks and the sensitive walks for artists. ■

Further information on:

www.mp2013.fr/gr2013/



Vitrolles, the crossover

10 The town of Vitrolles is emblematic of the industrial development of the Etang de Berre area. Engaged in a fundamental project to develop and improve the balance of its urban context, it effects and fosters residents' cultural appropriation of the urban reconstitution in its potentialities, its diversity between and within neighbourhoods, from shoreline to cliff. To achieve this, it has made a pledge on the principles of the Faro Convention and a commitment to a major framework project entitled "Vitrolles Echangeur" (crossover) written by the artist and architect Gabi Farage. ■



Further information on:

www.vitrolles13.fr/vitrolles-echangeur/

Audio-guided walking tours

11

Artists, documentary specialists and residents composed these audio guided tours to share with others, in their own way, the Marseille-Provence area between exploration of little-known spots and a skewed perspective of the more familiar. The audio-guided walking tours can be freely downloaded on the site *Promenades sonores* developed by Radio Grenouille, the carrier of the project, then listened to *in situ* in a chosen landscape and situation. These rambles propose a journey with sound at a walking pace, actually pacing out the route so that it is possible to slow down, switch scales, squeeze into the crannies of the townscape, into its customs, to observe the minute details. The walks are adjacent to the GR2013, sometimes sharing its itinerary, but are principally a sketch or mental picture of an invisible metropolis: that of boundaries and usages, between city and nature, industries and agriculture, motorways and bushy paths. On them are heard natural sounds, voices of inhabitants, of fictional characters, as many narratives to document or to bring music or poetry to this pedestrian discovery of the territory. ■

Further information on:

www.promenades-sonores.com/

Quartiers Libres

12

Quartiers Libres (neighbourhoods at leisure) is initiated by the sectoral authority of the 2nd/3rd districts and developed by the Association for cultural mediation of art. Relying on the liveliness of the intercultural heritage perceptible in the forms and usages of this part of the city, each year an artist is invited to create a work with the assistance of residents in a specific district. The context of Marseille-Provence, European Cultural Capital for 2013, in conjunction with the urban transformation initiated by the Euro-Mediterranean project, is particularly fitting for the conduct of this sensitive project. Quartiers Libres takes into consideration the quality of all heritages, including the humbler ones linked with human memory. This project unites several institutions and associations, and benefits from the eye of many artists, cultural agents and social facilitators, as well as from the active participation of residents of all ages. ■

Further information on:

quartierslibres23.blogspot.fr



Bel Vedere artistic itinerary

13 Bel Vedere is a collaboration, arranged at the invitation of the Marseille Museum of Modern Art [mac], between the artist Stéphanie Nava and the hosts of the Hôtel du Nord co-operative. Starting from the museum, Bel Vedere takes visitors on an exploratory tour of the northern districts, a discovery of the villages, hills, housing estates, factories, gardens, vacant land or the many scenic lookouts tucked away in this territory, and of course the people who live in it. Thirteen different posters positioned at the approaches to the hosts' houses mark the intimate part of the project: original drawings by the artist displayed inside the places of hospitality, a way of initiating a possible encounter, fleeting or prolonged, with the residents. Each poster replicates the drawing and is a mini-narration, a visual event strongly associated with the place where it is presented. A fourteenth poster, again identical, for the public part of the project, indicates some remarkable sights along the route. ■

Further information on:

bel-vedere-stephanie-nava.tumblr.com/

"Culture Pilots" urban capital walks

14 Marseille-Provence 2013 has drawn on local and civic resources to set up ambitious developmental projects, among them the European project "Culture pilots/ Balades urbaines capitales" co-financed by the Leonardo da Vinci – Transfer of Innovation programme. A course in, and a concept of, urban walks initially devised by a vocational training agency based in Linz, European Cultural Capital in 2009, were transposed into four partner countries (France, Portugal, Italy and Spain) by adapting them to the socio-cultural context, the needs of the target public and the skills sought on the job market. In Marseille-Provence, 12 persons were employed by six social centres and received training enabling them to construct and conduct urban walks and become ambassadors of the Marseille-Provence 2013 project (MP2013) towards the users of the social centres. The walks are part of the official programme of MP2013, and since February over a hundred walks have been arranged for a highly diversified public, thus reinforcing the social bond and intercultural dialogue. ■

Further information on:

www.culturepilots.eu

www.baladesurbainescapitales.fr